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BRINGS YOU THESE SIXTEEN SPECIAL REPORTS

1. THE RACE FOR WORLD AUTO MARKETS

The battle is on for control of the fast-growing world auto market, with Europe the big prize. Detroit holds the lead, but competition from foreign manufacturers gets hotter in untapped markets.

2. EASTERN EUROPE BREAKS ITS BONDS

More and more the "satellites" are steadily emerging as distinct and individual nations. How will this policy of self-interest affect diplomatic relations? What's in store for business? Can trade agreements be reached?

3. FROM NOW TO 1980: AMAZING GROWTH

Experts predict economy will increase at a pace faster than any in the past fifty years. Gross national product to reach \$1.2-trillion by 1980. Where are the biggest increases expected?

4. BUSINESS & GOV'T: BALANCE OF POWER

A growing but uneasy partnership is replacing the old business-government "cold war." Executives are divided on how to work out a balance that maintains their freedom and improves the relationship between business and government.

5. JOBS FOR NEGROES

The barriers are going down. Skilled Negroes are taking their places in once all-white offices. While many companies have made great progress in opening jobs, they now face a new push as Title VII of Civil Rights Act takes effect. The pressure no longer will be merely for hiring, but will stress training of Negroes for better jobs.

6. CANADA'S GREAT DEBATE

With vast resources at its command, and an even greater potential, the nation is experiencing an economic upsurge. But Canadians have worries, too. They center on a growing "Americanization" and the future of the confederation.

7. COMPUTERS: THEY'RE TAKING OVER!

EDP is altering traditional lines of business management, threatens reorganization that may bypass middle manager's function; a close look at what's happening, **what's ahead.**

8. EDP & THE RETAILING REVOLUTION

Electronic data processing is managing inventory for big stores, linking suppliers to customers for automatic ordering. 'Total systems' providing fast, precise data for marketing.

9. PACKAGING: KEY TO THE BIG SELL

The wrapper makes the product, and is a vital partner in the over-all marketing set-up; new materials and techniques hold promise for even brighter future.

10. CONSULTANTS: CAN THEY HELP YOU?

\$750-million business provides management with answers to questions ranging from high turnover to how to expand; some firms enthusiastic, others wary. The story.

11. MARKET RESEARCH: KEY TO PROFITS

300 companies form a \$200-million industry that finds out things, provides "insurance" against product failures, lays basis for marketing plans.

12. U. S. BUSINESS GOES WORLD-WIDE

American business, and the fast-stepping businessmen who manage it, cover the globe these days. Over the past decade, American companies have been racing to get located overseas, are truly "multi-national."

13. AIRLINES: GOLDEN AGE ARRIVES

Money-making jets are boosting airline profits to new highs, and prospects for the next decade look good. New concept of selling "seats in motion" calls for complete marketing plan, new techniques. Alert management on job.

14. SPACE BY 1970: 1 MILLION JOBS

Why our civilian space program may cost \$50-billion. Pentagon's four-pled program. Main goal, a man on moon. Means a major spurt for economy, evolution of a new kind of industrial giant — for labor, 1-million new jobs.

15. PUBLIC RELATIONS: WHAT? HOW? WHY?

What does U. S. business get for the \$2-billion a year spent on public relations? Story of today's PR men spelled out — who they are, how companies use PR to avoid tight spots, win good will.

16. \$5-BILLION WORLD COMPUTER MARKET

The computer business is growing up to be the next great international industry. All over the world, they are finding new jobs, from running steel mills to planning new cities.

The Editors of BUSINESS WEEK believe the subject of business is fascinating -- and that articles about business can be written in an interesting fashion.

Here is an "invitation" to see how they go about the task week in and week out -- and how you can get a GIFT COPY of their big, new EXECUTIVE PORTFOLIO as an added bonus.

Dear Sir:

Over the years, the idea has gotten around that we're pretty particular about who subscribes to BUSINESS WEEK ...

... not that we enjoy being arbitrary, mind you, but simply because BUSINESS WEEK is a special kind of magazine ... published for a special kind of reader -- the management man who holds a position of responsibility in business, industry and government.

Along the way, we've alienated lots of housewives ... ferryboat captains ... barbers ... basketball players and affluent jockeys who don't seem to understand the publication is not for them. But they keep sending in orders anyway.

Last year alone we turned down 16,297 subscriptions representing an income of some \$147,933 -- simply because BUSINESS WEEK is neither written nor edited to provide the kind of information they could profitably use.

Under these painful circumstances, naturally we have a very warm place in our hearts for you men of business whose specific interests our entire publication is designed to serve.

So, as an inducement to number you among our regular readers, we have compiled an extraordinary series of reports on major opportunities and problems confronting business today. These informative, thought-provoking studies, we feel certain will help any executive deal with the realities of our complex business world more effectively than ever before.

The new edition of our EXECUTIVE PORTFOLIO -- described at the left -- is just off press. It brings you 16 penetrating reports that no businessman with an eye to the future can afford to miss.

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Here is a rundown on what is covered regularly:

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|-------------------------|---------------|-------------------|
| - Figures of the Week | - Companies | - Names and Faces |
| - Business Outlook | - Economics | - New Products |
| - Washington Outlook | - Finance | - Research |
| - International Outlook | - Industries | - Transportation |
| - Personal Business | - Labor | - Management |
| - Readers Report | - Marketing | - Production |
| - Business Abroad | - The Markets | - Regions |

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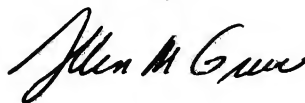
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